

Mark West Area Chamber of Commerce and VISITORS CENTER



The Lark

November 2011
Volume XXV Issue 11

BRINGING BUSINESS & THE COMMUNITY TOGETHER!

4787 Old Redwood Highway, Suite 101, Santa Rosa, CA 95403
Office Hours: Mon - Thurs 10am - 3pm

707.578.7975
www.markwest.org
office@markwest.org

NEW TENANTS MOVE INTO THE MARK WEST CHAMBER BUSINESS OFFICES! CALIFORNIA AMERICAN WATER

Halloween was the auspicious day that the Chamber signed our lease with California American Water to occupy more than half of our office space.

(which explains Brian's hairdo!)

We welcome **California American Water** to share our facility. This is a great opportunity for the Chamber to fill our recent tenant vacancies and to benefit from the much increased public traffic that will be stopping by to pay their water bill.

Our Visitors Center is at the entrance to the California American Water offices, so **YOUR BUSINESS MATERIALS** will be seen by a much larger number of people than we were seeing at this location to date. **Please drop by with any new materials and take advantage of our new visibility!**

Thanks to our Chamber volunteers John Essman, Treasurer and Daryl Anderson, Board Consultant, for their diligent efforts in securing the 5 year lease agreement with California American Water, and to Operations Supervisor, Tony Lindstrom, for his cooperation while we worked out the details of the office moves and construction. You will be seeing more changes at the offices as we complete some minor construction to accommodate Cal Am Water.

One of the perks for Tony and his team is the Water Conservation Garden in front of the Chamber offices - it is sponsored by Cal Am Water and serves as a demonstration garden for water conserving plants and garden design.

We also want to thank our current tenant, Jerry Guffey of Mission Capital, for his patience and flexibility with all of these changes. The Chamber relies on good tenants for our continued use of this wonderful facility - centrally located, great parking, lovely garden and lots of community support!



Brian Molsberry, President,
Tony Lindstrom, California
American Water,
Daryl Anderson,
Wikiup Properties



Shawna De Grange, Cloverleaf Ranch
is our new Chamber President-Elect,
with Anthony Gerald, SC Airport Express

*Congratulations
Shawna!*



October Social hosted by
Anytime Fitness, Larkfield page 3

UPCOMING EVENTS:

next **AFTER HOURS BUSINESS SOCIAL** hosted by

EXTENDED CHILD CARE COALITION Thursday, November 10
1745 Copperhill Parkway, Suite #5 5:30 pm - 7:30 pm

Holiday Tree Lighting, Music, Treats & Santa!

Larkfield Center in front of Molsberrys Market Wednesday, December 7
featuring the Mark West School Band & Chorus. 6:00 pm - 7:00 pm
Bring the family!



Brian Molsberry,
Molsberry Markets,
President

*Our Mission:
The Mark West Area
Chamber of Commerce
is organized to
advance the economic
well-being and
uniqueness of the Mark
West Area so that its
citizens and all areas of
its business community
shall prosper.*

The next Board of
Director's meeting
is November 8 at
Grace Fellowship
608 Larkfield Center
11:30 am - 1:00 pm

*Want to keep abreast of
important information
pertinent to local
business issues?*

Visit:
sonoma-county.org/edb

PRESIDENT'S MESSAGE:

Hi Everyone,

With Fall officially here Halloween has come and gone. I heard from several of my employees and some of the customers that the Goodwill GhouL Ball was a lot of fun. Thanksgiving and the rest of the big Holidays are right around the corner. Hopefully this will be a busy time of year for us in retail.

We had a couple of announcements at the last Chamber meeting. The first one being Shawna De Grange from Cloverleaf Ranch was elected for next year's term for President. We also have a new board member Steve Plamann from Action Rents. Congrats to both of you.

We will be having a Christmas Tree lighting ceremony with Santa on December 7th in front of Molsberry's Market store located in the Larkfield Center. There will be hot cocoa and cookies. The children will be playing and singing music from local schools.

We are offering a special for everyone who comes as a guest to our Chamber socials, on the second Thursday of each month. You can sign up that night starting at \$99.00 a year.

Everyone please remember as we get busy during the Holiday season to slow down, appreciate your loved ones, family and friends and enjoy these Holidays

Thank you....

Brian Molsberry

Welcome Steve!

NEW BOARD MEMBER - STEVE PLAMANN, AACTION RENTS

I am glad to be on the Mark West Chamber Board of Directors and proud to represent Aaction Rents.

I am interested in community involvement and support. I am interested in helping small businesses and I whole heartedly support shopping locally.

The Chamber Director's position is a great opportunity to increase my ability to affect these important matters.

I can contribute in many areas because of my ten year involvement with local Chambers and my thirty years in the business sector, including owning several of my own businesses.

I currently attend Chamber mixers with the; Mark West, Healdsburg, Windsor, and Hispanic Chambers. I have participated in over a dozen of the Chamber trade shows and have hosted five Chamber mixers.



Steve Plamann, Aaction Rents,
Kimberlee Anderson,
Assets Insurance

Steve Plamann, Aaction Rents

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707/546-0307

ANYTIME FITNESS HOSTS A VERY LIVELY OCTOBER SOCIAL

October's After Hours Business Social was hosted by the Larkfield Anytime Fitness located at 490 Larkfield Center and Home Run Pizza and Sports Bar located at 484 Larkfield Center. Chamber members and guests were treated to pizza and wine provided by Home Run Pizza and Sports Bar (our newest chamber member), chocolates and macarons by Recherche Du Plaisir (also a new member!) and free massages by Maria Heskell. Anytime Fitness also provided various snacks consisting of delicious cheese & assorted vegetables.

Chamber Ambassador Susan Lindstrom from GUARDIAN Caregiver Connections served as Masters of Ceremonies for the evening. Susan started off the evening by introducing Brett Livingstone, the owner of Anytime Fitness. Brett told everyone that the Larkfield Anytime Fitness had opened November of last year and is proud to be committed to our community. With over 1600 locations including 6 in Sonoma County a member can use any other club – worldwide - at no extra charge. Anytime Fitness clubs are open 24/7, allowing members to work out any time of the day or night, even when our clubs are not staffed. By becoming a member of Anytime Fitness you have the ability to exercise at a convenient and affordable health club with quality equipment and a relaxed friendly atmosphere. Brett also introduced Del Whitehead from Home Run Pizza and Sports Bar. With their new owners Home Run Pizza and Sports Bar now has a revamped menu, a remodeled interior and additional TV's. Del stated that with the subscription to the NFL Sunday ticket any NFL football game can be shown on Sundays. Del also thanked chamber members for their support in helping make his business a reality.

Besides Home Run Pizza and Sports Bar a new member plaque was presented to Jolie Cook from Sonoma Family Life Magazine. Jolie told everyone that Sonoma Family Life Magazine is delivered free to the community and helps parents provide the best for their families, whether it be upcoming local events, education, family health, after school activities, home life or traveling as a family. Jolie said that Sonoma Family Life Magazine is a must read for any parent. Also receiving a new member plaque was Karen Ball from Pronoeo Insurance Agency. Pronoeo offers all different types of insurance to fit your needs including automobile, homeowners, life, health and business.

Chamber ambassador Kathleen Palmer from Sonoma Connection announced that Shawna DeGrange from Cloverleaf Ranch has agreed to be the Chamber's next President and will take over effective July 2012. Kathleen also invited everyone to attend the Holiday Tree Lighting on December 7th, 6:00 to 7:00 PM.

Jolie Cook from Sonoma Family Life Magazine was the evening's 50/50 raffle prize winner of \$64.00. Congratulations Jolie! The business drawn from the \$140.00 Pot of Gold was SolarCraft. Unfortunately Kim Burnett or any of the other employees at SolarCraft were unable to attend the evening's social which means the Pot of Gold payout at the November 10th social hosted by Extended Child Care will be increased to \$160.00.

Prizes for our business card drawing were donated by Anytime Fitness, Sonoma County Airport Express, TD and Associates and Massage Therapist Maria Heskell. Winners drawn included Susan Lindstrom from GUARDIAN Caregiver Connections, Elaine Holtz from Pre-Paid Legal Services and Norton & Holtz Business Solutions, Jerry Hankins from Hankins Travel, and Tony Lindstrom from California American Water. Congratulations to all of our winners and thank you to the many businesses donating prizes. A very big thank you to Brett Livingstone and the staff at Anytime Fitness as well as Del Whitehead and his staff at Home Run Pizza and Sports Bar.

contributed by Anthony Gerald, Ambassador

OCTOBER BUSINESS AFTER HOURS SOCIAL



*Brett Livingstone
Anytime Fitness Larkfield*



*Maria Heskell,
Massage Therapist*



*Salana and Del Whitehead,
Home Run Pizza owners,
Susan Lindstrom, Guardian
Caregiver Connections*



*Todd Anderson, Best
Western Plus, Jolie Cook
Sonoma Family Life Magazine*

*Photos by Sonoma CONNECTION
More photos @ MarkWest.org*

SOCIALS
see schedule on page 5

NEW MEMBERS:

Recherche du Plaisir
3401 Cleveland Ave, Suite 9
Santa Rosa CA 95403
Lucy Gustafson, CEO
Michael Gustafson, CFO
Phone: 707-824-0130
Cell: 707-318-3193
Email: tsunami@prodigy.net

MEMBER RENEWALS:

- Aliano Enterprises Inc. 2007**
- Assets Insurance 2007**
& Investments
- Coldwell Banker 2007**
- Aggie Maggio**
- PacificCoastAirMuseum 2007**
- Sonic.Net, Inc. 2007**
- Storage Master 2007**
- Sonoma County Employer 2009**
Advisory Council
- AdvancedPC Systems 2010**
- Summit State Bank 2010**

Thank You!



*Interested in joining
our Ambassador Club?
Contact Kim Anderson
Assets Insurance 546-8020
assetsinsurance@gmail.com*

NEW MEMBERS RECEIVE MEMBERSHIP PLAQUES



Home Run Pizza & Sports Bar
484 Larkfield Center
Santa Rosa CA 95403

Salana & Del Whitehead
Phone: (707) 495-1212
Email: pizzahomerun@gmail.com
homerunpizzasportsbar.com

Home Run Pizza is locally owned and operated. We strive to provide fantastic pizza and support our community.

Our new members are pictured with Susan Lindstrom, Guardian Caregiver Connections and Chamber Board Secretary

Pronoéo Insurance Agency, LLC

PO Box 2593
Santa Rosa CA 95405

Karen Ball
Phone: (707) 293-6108
Fax Number: (707) 573-3839
Email: karen@pronoéo.net
Website: pronoéo.net



Sonoma Family Life Magazine

100 Professional Center Dr.,
Suite 104,
Rohnert Park, CA 94928

Sharon Gowan
Phone: (707) 586-9562
Fax: (707) 586-9571
Email: sharon@family-life.us

Jolie Cook

UPCOMING BUSINESS SOCIALS

Thursday, November 10 5:30-7:30pm
 Hosted by **Extended Child Care Coalition**
 Location: 1745 Copperhill Parkway, Suite #5, Santa Rosa

Thursday, December 8 5:30-7:30pm
 Hosted by **Molsberry Markets, Inc. & Exchange Bank**
 Location: 500 Larkfield Center, Santa Rosa

Sign Up NOW for 2012 Socials
- dates are filling up - schedule yours NOW!

If you are a member interested in hosting a Business After Hours Social, please contact Kimberlee Anderson, 546-8020, email assetsinsurance@gmail.com, or visit our Calendar of Events page at markwest.org.

WINE COUNTRY HARVEST FAIRE & BUSINESS SHOWCASE

Wednesday, October 3, 2012 4 - 8 pm
 Hosted by **60+ Local Businesses**
 Location: Wells Fargo Center for the Arts
 50 Mark West Springs Road, Santa Rosa



HOLIDAY TREE LIGHTING

Wednesday, December 7 6:00-7:00pm
 Hosted by the **Mark West Area Chamber**
 Location: Larkfield Center in front of Molsberrys Market

CHAMBER MEETINGS

Tuesday, November 8
Board of Directors
 11:30am - 1:00pm
 Grace Fellowship

Thursday, November 10
Ambassadors
 4:00pm - 5:00pm
 Chamber Office

TRADE SHOW FOLLOW-UP TIPS

A special thank you for all participants and attendees at the annual Mark West Area Chamber of Commerce and Visitors Center Wine Country Harvest Fair & Business Showcase 2011.

To help you in maximizing your participation please read the following Trade Show Follow Up Ideas. Wishing you a successful follow-up and looking forward to seeing you next year on Wednesday October 3, 2012.

Turning Leads into Buyers: Imperatives for Trade Show Follow up

The close of the trade show doesn't mean the work is over. Focused, aggressive follow up is how the sales are made, but follow up is where many trade show exhibitors fall short.

Trade shows can be both exciting and exhausting. Most of the effort goes into the planning: creating the right presentation, designing your booth, training your team, and promoting your message.

Staff is primed and ready to make contacts with the thousands of potential clients passing by your booth. By the time the show ends, they've collected contact information from prospects, and have engaged in many meaningful conversations, but they are tired and ready to get back to their jobs. Here are four of the most important trade show follow up rules.

continued on page 6



Chamber Volunteers: Sue Sloat, MWUSD, Barbara Wilson, Ambassador, Ken Norton, Norton & Holtz Business Solutions



Eric Berg & son, Dance the Night Away DJ



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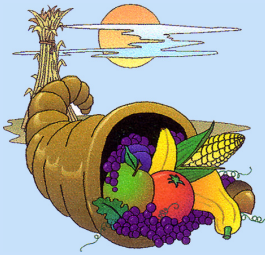
www.amwater.com



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Kathleen Palmer
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info@sonomaconnection.com
www.sonomaconnection.com

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TRADE SHOW FOLLOW-UP TIPS



California American Water



Molsberry Markets, Inc.



Silent Auction



Tradeshow Volunteers:
Will Brodt, ADT Security Services, Patti Dearmin;
Patricia Morelli, Wikiup Properties, Jeanne Haddorff, Healthier Are We

TRADE SHOW FOLLOW-UP TIPS *continued from page 5*

Follow up according to Needs

Not all leads are created equal. Prioritize your leads. Which need specific information and which need more general information such as a fact sheet? Hot leads need an immediate follow up—the next day—with either a phone call or email.

This is the time to provide the quote they asked for, or to answer questions, the real reason for your follow up. If you were asked to provide information to someone who has decision-making authority, do so the next day.

Follow up Immediately

Studies show that most trade show leads are never re-contacted or activated, which wastes the time and money you spend, according to Joanna Krotz, co-author of the Microsoft Small Business Kit. Timing is critical. Don't let a hot prospect become a cold lead because too much time has passed before you've made contact.

Your post-show strategy should be fairly simple: call the most serious prospects within two days. Then follow up with all your leads within five business days, either by email or phone. The longer you take to make contact with the customer, the more chance there is of another exhibitor getting their business.

What about the contacts that aren't considered good prospect or leads? Email all attendees who provided their contact information. Thank them for stopping by your booth and repeat the message, sales point or offer you were promoting at the show.

Prospect Your "Turn Downs"

Obviously not all your leads will be interested in buying your product or service. This doesn't mean that warm or even cold leads should be ignored. Give them an alternative to purchase and offer a way to keep in touch.

This can include putting them on your newsletter mailing list, inviting them to participate in web casts, or sending them articles or white papers about your industry.

The goal is to cultivate these leads and keep actively engaged with your company until they are ready to purchase.

Evaluate Your Performance:

One of the most important post show activities is to evaluate your performance to help you plan future events.

"Trade shows are experimental marketing," says Powerful Exhibit Marketing author Barry Siskind. That's why it's important to find out what went wrong and what went right.

Therefore, ask your staff the following questions.

- Was it the right trade show for your business?
- Was the booth functional and did it suit the venue?
- Was your booth in the right location to attract traffic?
- Did you meet the right people or prospects?
- Was your literature and handouts effective?
- Was your sales force able to handle the # of prospects?
- What did your competitors do differently? How did they fare?



Tradeshow Volunteers: Elaine B. Holtz, Norton & Holtz Business Solutions, Andre Andrus, Electrician

In all trade show follow up activities, don't assume that potential customers will take the time to contact you for more information. Remember that your hot leads also talked to your competition at the same show and they will most likely respond to whoever does the best follow-up.

Respectfully submitted by Elaine B. Holtz Norton & Holtz Business Solutions

MARK WEST AREA COMMUNITY INFORMATION

AREA POPULATION - within a 3 mile radius - 20,000
 ELEVATION - 160 feet above sea level
 BOUNDARIES - Area approximately bounded by:
 Shiloh Road - North Piner Road - South
 West Olivet Road - West Lodge on Mark West Springs Rd - East

The Lark Newsletter is published monthly under the direction of:
 The Mark West Area Chamber of Commerce & Visitors Center
 4787 Old Redwood Hiwy, Suite 101, Santa Rosa, CA 95403

ADVERTISING: 6 months \$107.50; 1 year \$200
 FLYER INSERTION: \$35 per issue.
 You supply a pdf version of your 8.5" x 11" flyer to info@markwest.org
 You can pay online @ <http://markwest.org/payment/>

The Lark Newsletter is emailed to member businesses each month.
 For more information, contact the Chamber Office at 578-7975.

Editors: Kathleen Palmer & John Essman (707) 433-8774
 Sonoma CONNECTION info@sonomaconnection.com

Deadline for publication is the 3rd Wednesday of the month.
 Please email your materials to info@markwest.org

*Promote your business with
 your flyer in the Chamber newsletter.
 You supply the flyers - We do the work!*

CHAMBER MEMBERSHIP DUES
Effective May 1, 2006

Standard Dues		Non-Profit Dues
\$125.00	Business (1-5 Personnel)	\$110.00
\$175.00	Business (6-10 Personnel)	\$155.00
\$245.00	Business (11+ Personnel)	\$215.00
\$625.00	Corporate Sponsor	
\$ 95.00	Individual (no business affiliation)	

You can pay online @ <http://markwest.org/payment/>



LARKFIELD
Body & Paint

David Hartman

15 Lark Center Drive 707-546-5717
 Santa Rosa, CA 95403 FAX 707-546-0902

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 578-7975 office@markwest.org

Mark West Area Chamber of Commerce and VISITORS CENTER



4787 Old Redwood Hwy, Suite 101
Santa Rosa, CA 95403

Holiday Tree Lighting

Wednesday, December 7
6:00 pm - 7:00 pm

AFTER HOURS BUSINESS SOCIAL

Thursday, November 10
5:30- 7:30pm

Hosted by
EXTENDED CHILD CARE COALITION
1745 Copperhill Parkway,
Suite #5

BRINGING BUSINESS & THE COMMUNITY TOGETHER!

Thank you to our 22nd Annual Harvest Faire & Business Showcase Vendors & Participants!

MORE PHOTOS NEXT MONTH!



Aaction Rents

ADT Security Services

Anytime Fitness

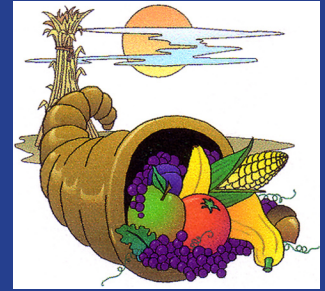
Best Western Plus

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Thank You to Our Corporate Sponsors!



23rd Annual Wine Country Harvest Faire Business Showcase & Silent Auction



Wednesday, October 3, 2012 4 – 8 PM

presented by the
Mark West
Area Chamber
of Commerce &
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Exhibits, Entertainment, Networking

FUN, FOOD & WINE

Please call the Chamber at 578-7975 or
visit www.MarkWest.org to participate.

	Members	Non-Members
4' Table	\$200 \$250	\$300 \$375*
8' Table	\$280 \$350	\$380 \$475*

Early Bird Discount of 20%

(* includes 1 Year Membership)

Booth Fee includes display space, table, 2 chairs, tablecloth, and exhibitor ribbons.

Electricity available on request, at no additional charge.

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Table Location

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4' Table 8' Table

Check if table not needed
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Check payable to: Mark West Chamber

Pay Online: MarkWest.org

Please charge my VISA/MASTERCARD

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Exp Date _____ **Ver #** _____

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YES, I will donate to the Silent Auction:
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Corporate Sponsorships Available.
Ask for Details.

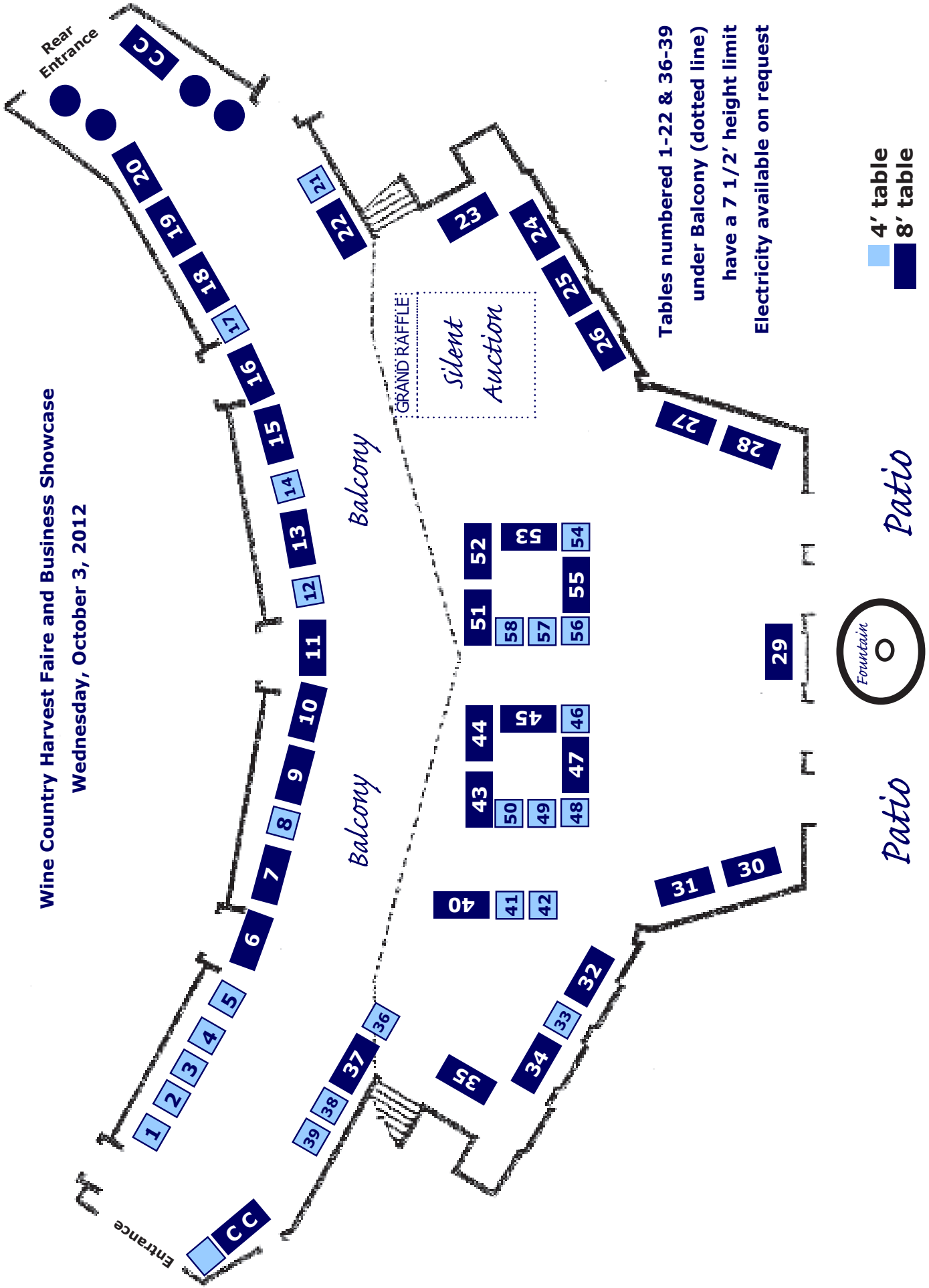
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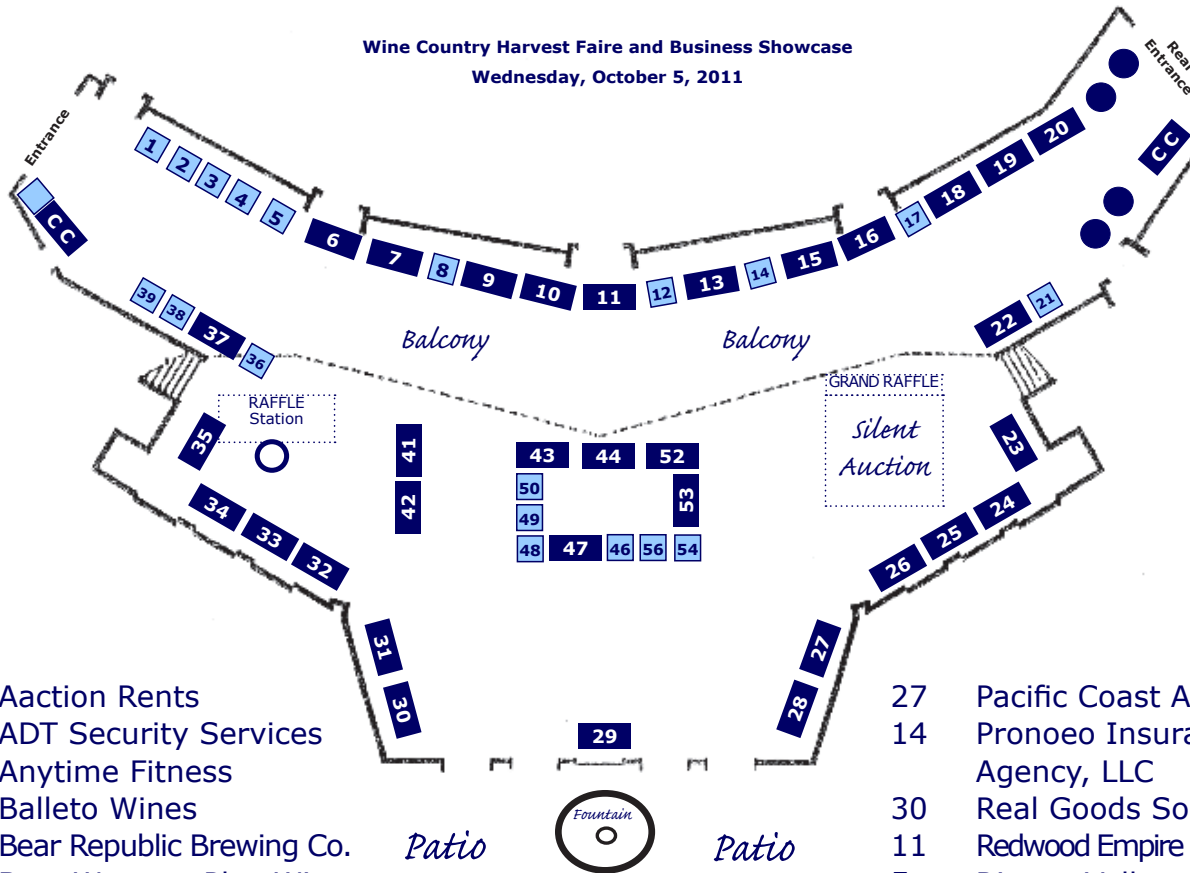
Wine Country Harvest Faire and Business Showcase
Wednesday, October 3, 2012



Mark West Area Chamber of Commerce & Visitors Center



Wine Country Harvest Faire and Business Showcase
Wednesday, October 5, 2011



- 25 Aaction Rents
- 22 ADT Security Services
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- 41 Balleto Wines
- 42 Bear Republic Brewing Co.
- 54 Best Western Plus Wine Country Inn & Suites
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SHOW SPONSOR

9-10 California American Water Company

- 6 California Highway Patrol
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Patio

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- 15 Sonoma Family Life
- 56 Storage Master
- 23 Weinstein Security, Inc.
- 13 Windsor Times

Silent Auction / Grand Raffle

Patio

Silveira Pontiac, Buick & GMC
Pink Fire Truck

Mark West Area Chamber of Commerce & Visitors Center

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707 578-7975 Email: office@markwest.org

Please call the Chamber or visit www.MarkWest.org for more info